

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



1.9  
Im 33M

UNITED STATES DEPARTMENT OF AGRICULTURE  
DIRECTOR OF INFORMATION  
WASHINGTON

RECEIVED  
DEPT. OF AGRICULTURE  
WASHINGTON  
DEC 10 1930

PUBLICATIONS  
PRESS SERVICE  
RADIO SERVICE

December 9, 1930.

OFFICE OF INFORMATION MEMORANDUM #9

On January 1, 1931, the Department will inaugurate a new series of daily, specialized radio programs for the Pacific Coast and Intermountain regions on a network of 10 associated radio stations of the National Broadcasting Company. The arrangements for the new series are as follows:

Place of origin of the programs -- San Francisco studios of the National Broadcasting Company, 111 Sutter Street, San Francisco.

Number of programs per week -- Five, daily from Monday to Friday, inclusive.

Schedule of programs -- 12:15 to 1:00 p. m., Pacific Standard Time.

Arrangement of programs -- Twenty minutes of music and entertainment contributed by National Broadcasting Company; five minutes of news dispatches arranged by National Broadcasting Company; 20 minutes of information arranged and delivered by the Department and cooperating agencies.

Network -- KTAR, Phoenix, Ariz.; KFSD, San Diego, Cal.; KFI, Los Angeles, Cal.; KPO, San Francisco, Cal.; KGO, Oakland, Cal.; KGW, Portland, Ore.; KOMO, Seattle, Wash.; KHQ, Spokane, Wash.; KSL, Salt Lake City, Utah; KOA, Denver, Colo.

Supervision of program -- The Department of Agriculture portions of the program will be directed by a Western program manager, Mr. R. H. Lamb, transferred from the Bureau of Agricultural Economics fruits and vegetable market news service to the general market news service of the Bureau.

Subject matter to be included in programs -- Daily weather summary, market reviews on commodities produced in Western States, conservation information from the Forest Service and Bureau of Biological Survey, service and regulatory information from such units of the Department as the Food and Drug Administration, technical information on farming and homemaking from research units of the Department, extension recommendations from the Western State Extension Services.



Arrangements for delivery of programs -- It is our hope that most of the talks may be prepared and delivered by Department personnel, as in the National Farm and Home Hour, sent from Washington each week day. However, because of distances from San Francisco of Department personnel who may have contributions to make to the programs, in many instances the program manager will be obliged to obtain manuscripts and arrange for persons other than the authors to deliver them. This we are prepared to do through arrangements with the Department personnel in San Francisco and the University of California staff in Berkeley. The NBC is establishing a remote control at Berkeley.

We need from your Bureau, the following information, in order to make most effective use of the valuable radio time placed at our disposal by the Pacific Division of the National Broadcasting Company:

1. A list of your field officers located within reasonable traveling distance of San Francisco, and of the topics which they will be prepared to discuss by radio with Western farmers and homemakers.

2. An arrangement whereby the Western program manager may be notified whenever any of your field officers visit San Francisco so that they may be scheduled to address the radio audience.

3. A list of topics and authors for manuscripts relating to work of the Department on which Western farmers and homemakers should be informed. On the basis of this list, Mr. Lamb will request authors to prepare manuscripts and will arrange for their delivery.

Mr. Salisbury, the chief of the Radio Service, will be in San Francisco to assist Mr. Lamb in starting the new program. Will you not please supply me by December 28 with the lists of field officers of your several bureaus who might come to San Francisco for radio talks and of their topics; with the lists of topics and authors who might provide manuscripts on them for Mr. Lamb to arrange presentation; and with an outline of a system which can conveniently be followed in notifying Mr. Lamb of impending visits of field officers to San Francisco?

The Western Farm and Home Hour represents the first step in regionalizing the Department network radio programs so as to make them of maximum value to the radio audience. We are especially anxious to make it a convincing demonstration of the feasibility of such regionalization and to that end solicit your cooperation.



Director of Information.

1. The first part of the report deals with the general situation of the country and the progress of the work during the year. It is a summary of the work done and a statement of the results achieved. It is a statement of the work done and a statement of the results achieved.

2. The second part of the report deals with the work done in the various departments. It is a summary of the work done and a statement of the results achieved. It is a statement of the work done and a statement of the results achieved.

3. The third part of the report deals with the work done in the various departments. It is a summary of the work done and a statement of the results achieved. It is a statement of the work done and a statement of the results achieved.

4. The fourth part of the report deals with the work done in the various departments. It is a summary of the work done and a statement of the results achieved. It is a statement of the work done and a statement of the results achieved.

5. The fifth part of the report deals with the work done in the various departments. It is a summary of the work done and a statement of the results achieved. It is a statement of the work done and a statement of the results achieved.

  
W. J. B. Smith